



PHILIP MORRIS

U. S. A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

January 14, 1994

Mr. Michael Wellert
Chief, Army Entertainment Division
P. O. Box 439
Fort Belvoir, VA 22060-0439

Dear Mr. Wellert:

I am writing on behalf of Philip Morris Incorporated to propose the staging of **MARLBORO MUSIC** concerts at 2 selected Army Bases during August, 1994. The proposal outlined below takes advantage of our successful experience in bringing top music acts to their fans over the past several years. Attached is a list of all proposed military concerts that are scheduled for 1994.

Briefly, our proposal is to offer these concerts to the public as well as all military personnel and dependents. The host base has the option of charging admission but we encourage discussion of free shows at the bases. If the host base chooses to charge admission, the ticket price can be no higher than five dollars. Proceeds from the gate as well as concessions would go to the base MWR funds. The host base should be willing to accommodate a minimum of 15,000 people at the concert. Philip Morris acknowledges that this offer was in no way solicited by the U.S. Army.

In addition, Philip Morris will ensure that the following services and equipment are provided for each **MARLBORO MUSIC** concert:

1. A first class music concert (Friday/Saturday evening or Sunday afternoon concert of approximately three (3) hours duration) featuring top name entertainers, valued at over \$75,000 per concert;
2. All staging and necessary stage equipment;
3. All lighting and sound equipment;
4. Stage and sound scrims;
5. Trucking for load in and load out;
6. Insurance for crew and talent;
7. All music licensing payments to BMI and ASCAP;

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8. Public relations staff to publicize concerts;
9. Print advertising for base and local newspapers (featuring the **MARLBORO MUSIC** logo);
10. Banners, posters and flyers (featuring the **MARLBORO MUSIC** logo) to advertise the concerts on host base and nearby bases, utilizing the same wording approved last year;
11. Promotions in the Post Exchange for **MARLBORO MUSIC** tickets or other incentives;
12. Placement of the following disclaimer on all print advertising:

This [form of media] does not express or imply an endorsement of the sponsor or its products or services by the U.S. Army or any other part of the Federal government.
13. Agreement not to distribute free tobacco or alcoholic products.
14. Tent and catering for media and base VIP hospitality.

If concessions are sold in connection with the concerts, the set-up would be the responsibility of the U.S. Army, and all proceeds generated would be retained for your MWR fund. Philip Morris would ask that U.S. Army agree to make best efforts to solicit, or offer Philip Morris subsidiary products for concession sale during the concerts.

Following is a list of support services and other requirements we would ask that the U.S. Army provide in connection with each concert:

1. Acknowledgment of the legal name of concerts as **MARLBORO MUSIC**;
2. Agreement not to solicit co-sponsors;
3. Security at entrances and stage areas;
4. Adequate electricity and electrician or power-silent generators and cables (to be determined once site is selected);
5. Stagehands and loaders, approximately 25 people for four or five days total (experience not necessary);
6. Forklifts and work lights (quantity to be determined once site is selected);
7. On-site backstage catering for all working military personnel (Philip Morris will pay for meals for tour personnel and entertainers);
8. Tents for catering area;
9. Portable trailers for use as production office and dressing rooms. Philip Morris will pay for the cost of the production trailer;

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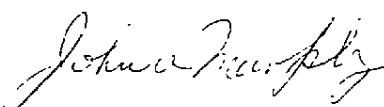
10. Telephone service for the production office with 2 separate local lines. Philip Morris will pay for installation of phone lines and long distance charges, if any;
11. Chairs or bleachers for VIP viewing area;
12. Port-O-San toilets (quantity to be determined once site is selected);
13. First-aid service availability from set-up through tear-down;
14. Cleanup services;
15. Public announcements to advertise concerts prior to day of show;
16. Providing access, in cooperation with Philip Morris' public relations staff, to local media to attend the concert, interview military personnel, and conduct interviews on base with talent;
17. Proper credentials and identifications for all staff, crew and talent for gaining access to bases;
18. Ticket takers and ushers, if tickets are sold;
19. Printing of tickets and box offices facilities, if admission is charged;
20. Approximately 30 sheets of plywood to be used and returned after event;
21. Access to shower facilities or base gymnasium;
22. Appropriate personnel on base to assist in advertising and publicity of concerts;
23. General logistics support to assist in traffic control;
24. Parking areas for truck and semis;
25. Topographical maps of concert area and maps indicating access roads to concert site; and,
26. Overnight security every night while Philip Morris concert equipment is on premises.

Naturally, we hope that you will seriously consider our proposal. Mr. Glenn Smith of Glenn Smith Presents, Inc. and Shelly Diamond of See Factor Industry have been retained by Philip Morris to promote and produce these shows. Network Ink will provide public relations assistance to publicize the concert dates. Upon receipt of your written approval, Mr. Smith and Mr. Diamond would like to schedule a meeting with the base Commander and appropriate base personnel to discuss the program details.

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We look forward to working with you to bring the best in music and entertainment to your military personnel.

Very truly yours,



JOHN A. MURPHY
National Sales Manager

JAM/tl

cc: I. Broeman
S. Diamond
J. Fontanez
M. Gennaro
E. Moore
Y. Robinson
G. Smith
R. Stirlen

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